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**SATURDAY
NOVEMBER 9th
1974**



**PRESTON
NORTH END**

VERSUS

**SOUTHEND
UNITED**

**OFFICIAL PROGRAMME
Price 10p**



**THE CLUB AT THE
HEART OF THE
NEW SUPER CITY**

our visitors . . .



From left to right (*Back Row*) Neil Townsend, Willie Coulson, David Elliot, Malcolm Webster, Bob Worthington, Alan Moody, Chris Guthrie. (*Middle Row*) Stuart Brace, Andy Ford, David Cunningham, Steve Dyer, Alastair Love. (*Front Row*) Steve Lamb, Dave Worthington, Terry Johnson.

PEN PICTURES

MALCOLM WEBSTER. Goalkeeper signed from Fulham in January this year. Born at Rossington, Yorks., and formerly with Arsenal.

STEVE DYER. A defender who started with the club as an apprentice in 1970 and played regularly in the reserve side before making his League debut two seasons ago. Born Chelmsford.

BOB WORTHINGTON. A defender and brother of the better-known Frank. Another brother, Dave, is also on the books. Bob came from Notts. County and was previously with Middlesbrough and Halifax.

DAVE ELLIOT. A midfielder player in his fourth year at Southend after service with Sunderland and Newcastle.

NEIL TOWNSEND. A tall defender who was signed from Northampton at the beginning of last season.

WILLIE COULSON. A midfielder player signed from Newcastle a year ago. Made 35 appearances in the side last season.

ALASTAIR LOVE. Midfield man signed from West Bromwich in May this year.

STUART BRACE. A striker who got 20 goals last season. Has seen service with Plymouth, Watford, Mansfield, Peterborough and Grimsby.

CHRIS GUTHRIE. A forward signed from Newcastle his home town, two years ago. Schoolboy international and supporters' "player of the year" last season.

ANDY FORD. A defender who made 32 appearances after being signed on a free transfer last season from A.F.C. Bournemouth.

DAVID CUNNINGHAM. Signed from Brechin City in April last year and plays in midfield.

SOUTHEND UNITED

One of the original members of the Third Division South, today's visitors have never been able to claim membership of the Second Division and are therefore making their first visit to Deepdale.

They started out as Southend Athletic in 1890 and assumed their present name in 1906, when they became a professional club. Their ground, Roots Hall, has accommodation for 35,000 spectators, 16,000 under cover, but this capacity has never really been tested, the record attendance being in 1957 when a crowd of 28,059 saw "The Shrimpers" suffer their biggest-ever cup tie defeat of 6-1 by Birmingham City.

Southend's nearest attempts at promotion to the Second Division were in 1931-32 and 1949-50 when they were third in the old Third Division South.

They suffered relegation to the Fourth at the end of 1965-66 and returned to their present company by being runners-up in 1971-72 with 60 pts.

In 1972-73 their record was:

W. 17 D. 10 L. 19 F. 61 A. 54 Pts. 44

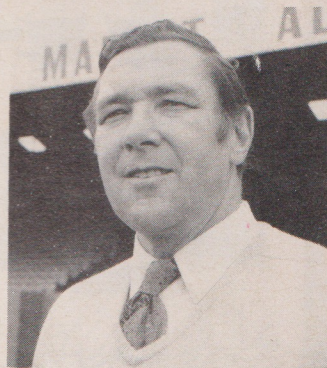
and last season:

W. 16 D. 14 L. 16 F. 62 A. 62 Pts. 46

For a brief period this season, when they gained nine points out of their first five matches, they were at the top of the table but they have since slipped, though they are still not completely out of the reckoning.

Player-wise, they are numerically stronger than North End, with a professional staff of 20 and under manager Arthur Rowley feels they will soon write a new page in the club's history by earning promotion.

MANAGER



Arthur Rowley had a highly successful playing career before he retired in 1965. He established an English League record of 434 goals, scored while serving with four different clubs - West Bromwich (4), Fulham (27), Leicester (251) and Shrewsbury (152). He was player-manager at Shrewsbury for seven years, taking them from the Fourth Division to the brink of the Second.

From Shrewsbury he went to manage Sheffield United before moving to Southend in 1970. His team-building quickly brought results with promotion from the Fourth Division and so far they have had no difficulty in holding their own in the Third Division.

Arthur is a do-it-yourself enthusiast and is also keen on golf, cricket and badminton.

KEEP OFF

Please do not damage the advertisements facing the pitch or obscure them, and **KEEP OFF THE GRASS**. The playing area must be kept clear of spectators. Needless damage is done when supporters go on to it. **THIS MUST CEASE**, otherwise well-behaved youngsters as well as offenders may be penalised. You can cheer from the terraces.

RECORD REQUESTS

Supporters wishing to have a record played in the pre-match or half-time entertainment spots over the public address system should send their requests to the Secretary, Deepdale, Preston, marking their envelope in the bottom left hand corner "D.J."





CHARLTON

Welcome to Southend and in particular their manager Arthur Rowley, who was a prolific goalscorer of his time. We just hope he has not been able to pass on too many of his talents to his players for use against us this afternoon!

The comedians would probably have something funny to say about North End meeting Southend but, knowing how anxious our visitors are to keep up with the promotion runners, we expect it to be all very serious and hard-fought.

The week has been eventful for a few things. We have a new player with the club, goalkeeper Roy Tunks, from Rotherham, whom I am delighted to have signed, and one who will make the Deepdale staff a lot sounder.

Some of you probably saw him make his debut for the reserves on Tuesday night though I understand Blackburn Rovers gave him a very quiet time.



**PRESTON NORTH END
FOOTBALL CLUB LIMITED
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ON CHAT

Our goalkeeping problems have been a constant worry since Alan Kelly had his most unfortunate accident and if Roy is able to give but a tiny part of the service rendered to the club by Alan his signing will have been well worth while.

I am delighted with the ticket sales for his testimonial game against Stoke on the 19th and I hope that there will be a great attendance for this match, which is what he deserves.

The other important matter has been the F.A. cup draw, which sends us back to my own part of the country to play Blyth Spartans, a little club with a great history.

Naturally, I shall make every effort to play in this game and I shall look forward to seeing a lot of old friends. We hope, of course, that this will be just our first rung up the F.A. cup ladder.



Benny Charteris

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HONOURS

League: First Division Champions

1889 1890
Runners-up: 6 times

League: Second Division Champions

1904 1913 1951
Runners-up: Twice

League: Third Division Champions

1971

F.A. Cup Winners

1889 1938

F.A. Cup Finalists

1888 1922 1937 1954 1964

War Cup Winners

1941

F.A. Charity Shield Finalists

1938

F.A. Youth Cup Finalists

1960

First Team Record

SEASON 1974-75

SEASON 1974/75

1974	Opponents	Rslt.	Pts	Gate
Aug. 17	Plymouth Argyle	h 1-0	2	11663
" 20	Rochdale (LC1)	h 1-0	—	7780
" 24	Watford.....	a 2-3	0	8918
" 31	Walsall	h 3-2	2	7446
Sept. 3	Bury	h 3-0	2	10404
" 7	Aldershot.....	a 2-1	2	6337
" 10	Sunderland (LC2)	h 2-0	—	13279
" 14	Blackburn Rovers	h 0-0	1	18042
" 17	Charlton Athletic	h 2-0	2	11869
" 21	Peterborough United.....	a 0-0	1	13120
" 24	Crystal Palace.....	a 0-1	0	9680
" 28	Bournemouth	h 5-2	2	10421
Oct. 1	Bury.....	a 0-2	0	11914
" 5	Hereford United.....	a 2-2	1	11438
" 9	Chester (LC3).....	a 0-1	—	11262
" 12	Colchester United	h 0-2	0	10259
" 19	Brighton.....	a 4-0	2	16413
" 22	Gillingham	h 1-0	2	9861
" 26	Grimsby Town	h 2-0	2	9934
Nov. 2	Halifax Town.....	a 0-3	0	4878
" 6	Gillingham.....	a		
" 9	Southend United	h		
" 13	League Cup 4.....			
" 15	Tranmere Rovers.....	a		
" 23	F.A.Cup (1).....			
" 30	Huddersfield Town	h		
Dec. 4	League Cup 5.....			
" 7	Wrexham.....	a		
" 14	F.A.Cup (2).....			
" 21	Port Vale	a		
" 26	Blackburn Rovers.....	a		
" 28	Chesterfield	h		
1975				
Jan. 4	Charlton Athletic (3).....	a		
" 11	Wrexham	h		
" 15	League Cup Semi-Final.....			
" 18	Huddersfield Town.....	a		
" 22	League Cup Semi-Final.....			
" 25	Swindon Town (4)	h		
Feb. 1	Southend United.....	a		
" 8	Halifax town	h		
" 15	Swindon Town (5).....	a		
" 22	Tranmere Rovers	h		
" 28	Walsall.....	a		
Mar. 1	League Cup Final.....			
" 8	Crystal Palace (6)	h		
" 15	Bournemouth.....	a		
" 18	Plymouth Argyle.....	a		
" 22	Aldershot	h		
" 29	Port Vale.....	a		
" 31	Chesterfield.....	a		
Apr. 1	Peterborough United	h		
" 5	Grimsby Town (S.F.).....	a		
" 12	Hereford United	h		
" 19	Colchester United.....	a		
" 22	Watford	h		
" 26	Brighton	h		
May 3	F.A.Cup Final.....			

Division III (including 5th November, 1974)

	P.	W.	D.	—Goals		Pts
				L.	For A.	
Blackburn Rovers	15	10	3	2	22 12	23
Swindon Town	18	8	6	4	28 27	22
Preston North End	17	9	3	5	27 18	21
Colchester United	17	7	7	3	25 17	21
Peterborough United	17	8	5	4	19 19	21
Charlton Athletic	16	8	3	5	28 24	19
Crystal Palace	16	9	1	6	22 20	19
Plymouth Argyle	17	9	1	7	23 21	19
Walsall	17	6	6	5	27 20	18
Southend United	18	7	4	7	20 18	18
Port Vale	17	5	8	4	23 22	18
Watford	17	5	8	4	24 26	18
Wrexham	16	6	5	5	27 21	17
Hereford United	17	6	5	6	22 18	17
Bury	18	6	4	8	18 18	16
Chesterfield	17	5	4	8	25 29	14
Grimsby Town	17	6	2	9	24 29	14
Halifax Town	17	3	8	6	20 25	14
Huddersfield Town	15	5	3	7	14 19	13
Brighton & HA	17	5	3	9	18 30	13
AFC Bournemouth	15	5	2	8	14 15	12
Tranmere Rovers	16	4	3	9	17 20	11
Aldershot	17	4	4	9	17 26	11
Gillingham	16	2	6	8	16 26	10

PROFESSIONAL PLAYING STAFF Season 1974-75

	Height	Weight	Birthplace
Baxter, Stuart	6' 1"	11st 11	Wolverhampton
Bird, John	6' 0"	12st 6	Doncaster
Brown, John	5' 11½"	12st 6	Bradford
Burns, Francis	5' 8½"	10st 7	Coatbridge
Charlton, Bobby	5' 9"	12st 1	Ashington
Coleman, Gordon	5' 8½"	11st	Nottingham
Elwiss, Michael	5' 11½"	12st	Doncaster
Holden, Mel	6' 2"	13st 2	Dundee
Lamb, Alan	5' 9"	10st 4	Falkirk
McMahon, John	5' 9"	12st	Manchester
Morley, Tony	5' 8"	10st 12	Ormskirk
Sadler, David	6' 0"	12st 10	Yalding (Kent)
Spark, Alex.	5' 10"	12st 1	Stenhousemuir
Stiles, Nobby	5' 6"	10st 10	Manchester
Treacy, Ray	5' 9"	11st	Dublin
Williams, Gary	6' 0"	11st 4	Liverpool

First Team Appearances Season 1974-75

(17 League matches)

Bird 17; Brown 17; Burns 17; Charlton 17; Elwiss 17; Lamb 17; Morley 17; Holden 16; Sadler 16; Spark 16; McMahon 10; Treacy 4; Fielding 2; Williams 2; Baxter S. 1; Coleman 1.

First Team Goal Scorers Season 1974-75

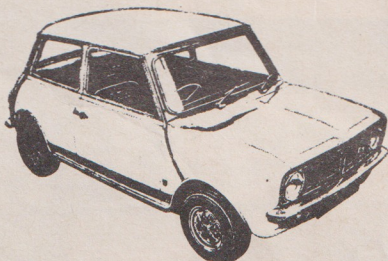
(League Cup): Charlton 1; Holden 1; Morley 1.
(League): Holden 8; Morley 6; Elwiss 5; Charlton 4; Bird 2; Burns 1; Lamb 1.

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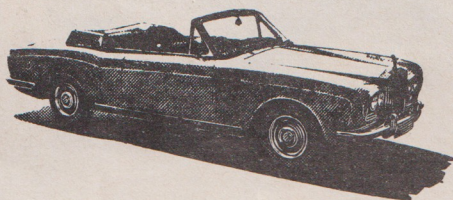
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PAYNES PNE PICTURES



Right:

John Bird and Mel Holden foiled by the Halifax goalkeeper.

Below:

John Brown saves against Halifax, with David Sadler covering





Reserve Team Record

RESERVE TEAM FIXTURES

	Opponents	Rsl.	Pts
1974			
Aug. 17	Aston Villa a	1-4	0
" 24	Bury h	2-0	2
" 27	Blackpool h	3-2	2
" 31	Coventry City a	1-3	0
Sept. 3	Blackpool a	2-2	1
" 14	Wolverhampton W. a	2-4	0
" 21	Sheffield Wednesday .. h	2-3	0
" 28	Liverpool a	2-4	0
Oct. 5	Bolton Wanderers h	1-1	1
" 12	West Bromwich Albion .. a	3-1	2
" 14	Wolverhampton W. h	1-0	2
" 19	Manchester City h	0-1	0
" 29	Huddersfield Town a	1-1	1
Nov. 2	Sheffield United h	1-2	0
" 5	Blackburn Rovers h	0-0	1
" 9	Newcastle United a		
" 16	Everton h		
" 23	Stoke City a		
" 30	Burnley a		
Dec. 7	Nottingham Forest h		
" 14	Aston Villa h		
" 21	Leeds United a		
" 28	Derby County a		
1975			
Jan. 11	Nottingham Forest a		
" 18	Burnley h		
Feb. 1	Newcastle United h		
" 8	Sheffield United a		
" 15	Stoke City h		
" 22	Everton a		
" 25	Derby County h		
Mar. 1	Coventry City h		
" 8	Manchester United a		
" 15	Leeds United h		
" 22	Sheffield Wednesday a		
" 29	Liverpool h		
" 31	Blackburn Rovers a		
Apr. 5	West Bromwich A. h		
" 12	Bolton Wanderers a		
" 19	Huddersfield Town h		
" 26	Manchester City a		
	Bury (to be arranged) a		
	Manchester United h		

Central League

(including 5th November, 1974)

	P.	W.	D.	L.	For	Ag.	Pts
Aston Villa	16	11	3	2	37	22	25
Manchester City	16	9	5	2	24	14	23
West Bromwich A.	15	8	6	1	26	15	22
Derby County	14	9	3	2	34	15	21
Liverpool	15	8	4	3	28	16	20
Coventry City	16	8	4	4	35	26	20
Everton	16	7	4	5	17	10	18
Newcastle United	14	8	2	4	20	14	18
Nottingham Forest ...	15	6	4	5	30	22	16
Wolverhampton W.	15	7	1	7	28	25	15
Stoke City	13	7	1	5	20	18	15
Manchester United ...	15	4	6	5	24	21	14
Burnley	13	4	4	5	22	19	12
Bolton Wanderers ...	14	2	8	4	18	22	12
Huddersfield Town ...	15	5	2	8	17	26	12
Leeds United	14	3	4	7	18	25	10
Preston North End ...	15	3	4	8	20	30	10
Sheffield Wednesday ..	14	4	2	8	14	29	10
Blackpool	14	2	4	8	17	27	8
Bury	14	3	2	9	15	33	8
Blackburn Rovers	14	2	4	8	8	25	8
Sheffield United	15	2	1	12	20	38	5

WEST STAND CAR PARKING

More cars can now be parked on the West Stand Car Park.

There are a number of spaces available on match days (price 10p) in addition to those used by car park Season Ticket holders.

To facilitate traffic flow cars will enter through the centre gate and leave through the North and South exits.

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OUR DIVISION

Consistency of the right kind at home goes a long way towards laying the foundation of a successful season but when Charlton Athletic lost last Saturday to Plymouth it left only Blackburn Rovers, Peterborough United, Plymouth, Watford and Port Vale with unbeaten home records. And none of them has won every home match. In last week-end's 12 Third Division matches, the away teams broke even, with three victories and six draws.

Blackburn, North End, Crystal Palace and Plymouth lead the home stakes with seven wins each and are amongst the top eight clubs. Port Vale, who have played only seven of their 17 games before their own spectators and have still collected 18 pts. could well get into contention once they balance the home-away ratio.

Charlton (21) and Crystal Palace (18) have scored the most goals at home and Palace's good performances at Selhurst Park are reflected by the fact that they easily head the attendance figures with gates averaging well over 16,000 which must make them the envy of many Second Division clubs.

North End's defeat enabled Colchester, Peterborough and Swindon to close the gap between us and it is clear that with so many clubs breathing down their necks Blackburn and North End will not be able to afford many slip-ups in future if they are to continue to lead the race.

Last Saturday was not the first time Ken Beamish's goals have rescued Blackburn since he moved to Ewood from Brighton and he is already half way towards last season's total of 12 for the seaisiders.

The bottom clubs are beginning to put up a fight and the struggle at the foot of the table could become every bit as interesting as that for promotion.

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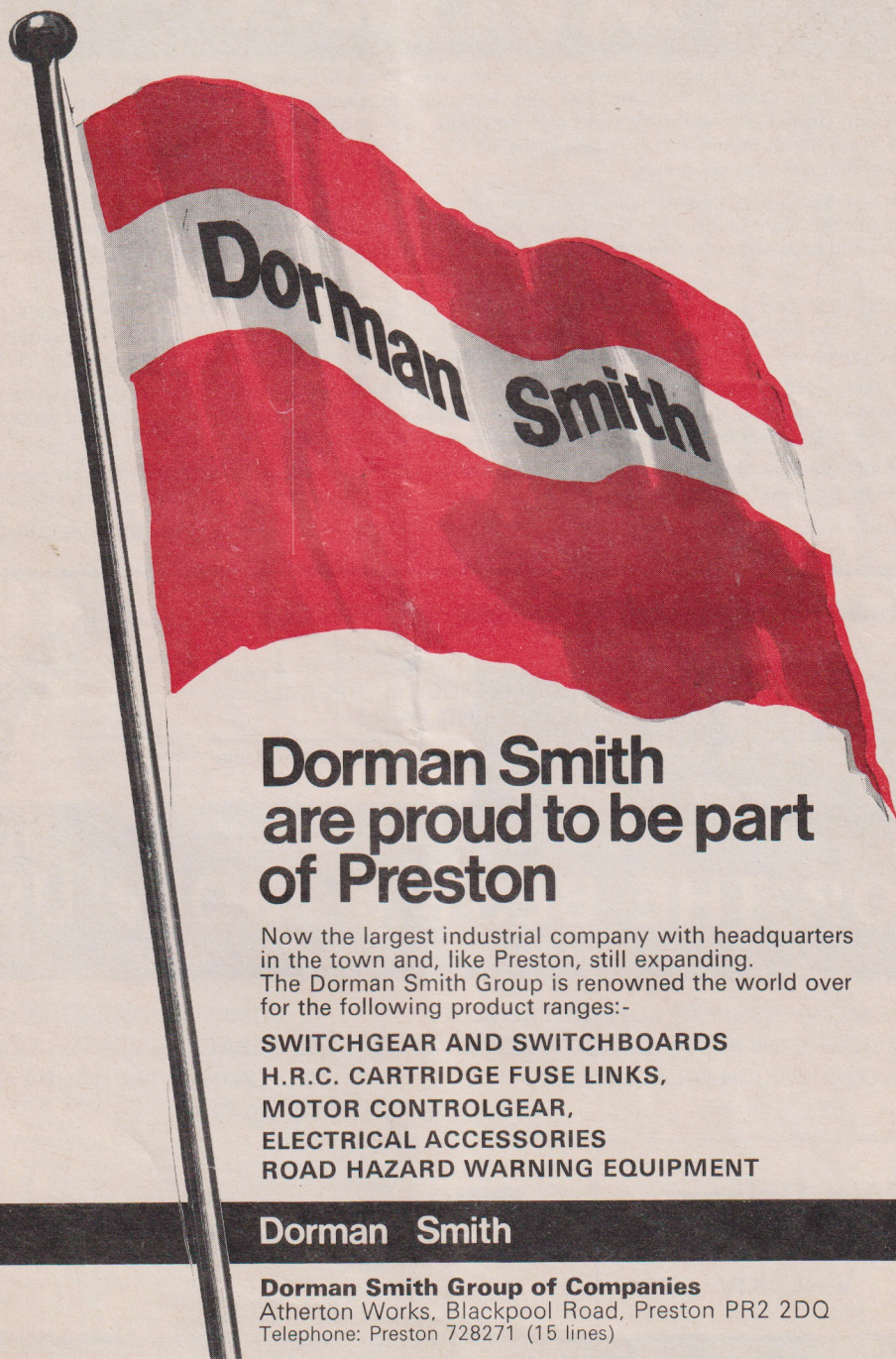
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SNAP SHOTS

One of the penalties of being in the Third Division is that a club must come into the F.A. Cup in the First round proper instead of in the third round, as all First and Second Division clubs do.

Thus North End, for the second time, find themselves amongst the minnows in this season's competition and, like Blackburn Rovers, Crystal Palace, Charlton Athletic, Huddersfield and Grimsby are grouped with the surviving non-League clubs, who regard them as highly-prized opposition.

Blyth Spartans, unbeaten in the Northern League this season, champions two seasons ago and runners-up last season after a play-off for the championship with Spenymoor United, are apparently delighted to have North End as visitors. Their 10,000 ground capacity is hardly likely to be enough and North End will have to

face the fervour of ardent supporters anxious to see their team triumph over a League side.

Last season Blyth drew at Grimsby in the second round but lost the replay. They are amongst the non-League clubs exempted until the 4th qualifying round and they reached the competition proper this year with a 3-1 win over Scarborough.

Equally delighted will be Tooting and Mitcham, who entertain Crystal Palace, and Matlock Town, who are at home to Blackburn Rovers.

The cup usually produces its own brand of giant-killers and the aim of the League clubs, particularly those who have reason to be proud of their past achievements, will be to make sure they do not fall to any of these would-be Davids.

Congratulations to our reserve forward John Smith, who received a Scottish youth cap on Wednesday against Denmark. May this be just one of the many honours which will eventually come his way.

Col. Sanders' Recipe

Kentucky Fried Chicken

WILL YOU BE 'KENTUCKY LUCKY' ?

THREE LUCKY WINNING NUMBERS will be announced on the loudspeakers at half-time. The FIRST lucky programme holder will be entitled to claim TEN POUNDS, the holders of the other two programmes will each receive a voucher for a Party Barrel containing 20 pieces of finger lickin' good chicken.

Winners should collect vouchers from the Secretary's Office, immediately after the 'final whistle'. Vouchers can be redeemed at any Kentucky Fried Chicken store in Great Britain.

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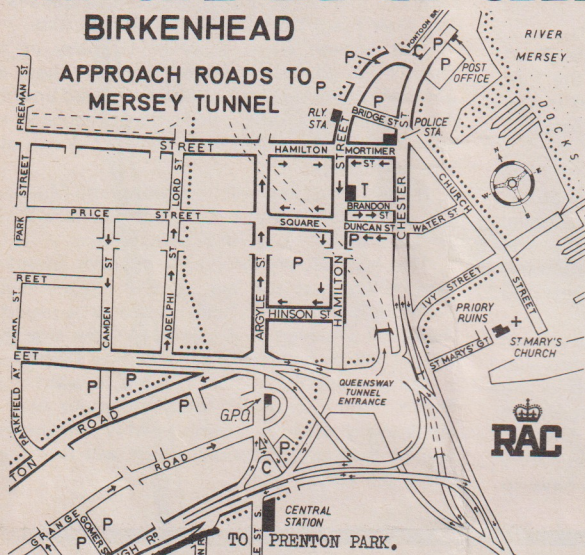


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Exiting from the new tunnel follow signs for Neston and Parkgate into Borough Road, Prenton Park. Tranmere Rovers A.F.C. ground is on your right.

Supporters wishing to travel to the above match should contact Mr. Tom Moorby in the Supporters Club as soon as possible. Depart 5.00 p.m. Price 75p (Adults); Child 45p.

FOOTBALL ASSOCIATION CUP 1st ROUND

TIE,
Saturday, 23rd November, 1974
BLYTH SPARTANS v. PRESTON N. E.

Supporters wishing to travel to the above match should again contact Mr. Tom Moorby, depart 9.30 a.m. Price £1.50 (Adult); Child 90p.

AN ANNOUNCEMENT WILL BE MADE IN THE LANCASHIRE EVENING POST REGARDING THE SALE OF TICKETS FOR THIS MATCH IN THE VERY NEAR FUTURE.



FIRST GOAL SWEEP

H2	H6	H10	V4	V8
H3	H7	H11	V5	V9
H4	H8	V2	V6	V10
H5	H9	V3	V7	V11

CUT OUT FOR YOUR OWN GROUP SWEEP

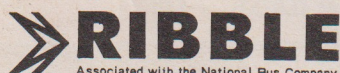
SUPPORTERS' CLUB

FORTHCOMING ATTRACTIONS

November

9	Saturday	TWIN SET (2 girl duo) Nottingham
10	Sunday	DEREK DAY (Comedian)
14	Thursday	EDDIE SUNDAY (Vocal-Guitar) (Ex Deep River Boys)
16	Saturday	FANTASY — Cabaret Group
17	Sunday	MICK GANNON — Vocal/Guitar
21	Thursday	PAUL DUVAL — Guitar/Vocal
23	Saturday	CHATTERLEY MEWS — Harmony Show Group
24	Sunday	A MAN & A WOMAN (Comedy-Vocal)

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ALAN KELLY TESTIMONIAL MATCH

PRESTON NORTH END v. STOKE CITY

Tuesday 19th November, 1974

Kick-off 7.30 p.m.



Stand tickets are now on sale for the above match, at Lindley Travel Agents, Lune Street, Preston, The Guild Hall Booking office and the Football Club office.

Admission Prices

Centre Pavilion £1.25

South Pavilion £1.00

West Stand 70p

Ground and Paddock admission by cash at Turnstile, normal match Prices.



by Matthew Brown

PRESTON NORTH END

Shirts – White

John BROWN	1
Alex SPARK	2
Francis BURNS	3
Ray TREACY	4
John BIRD	5
David SADLER	6
Alan LAMB	7
Tony MORLEY	8
Mike ELWISS	9
Mel HOLDEN	10
Bobby CHARLTON	11
	12

SOUTHEND UNITED

Shirts – Royal Blue

Malcolm WEBSTER
Steve DYER
Bob WORTHINGTON
Dave ELLIOT
Neil TOWNSEND
Willie COULSON
Alastair LOVE
Stuart BRACE
Chris GUTHRIE
Andy FORD
David CUNNINGHAM

REFEREE

John Hunting (Leicester).

A lecturer in physical education at Leicester Polytechnic. On the full League list since 1968 and also on the F.I.F.A. panel of international referees. Married, with three children, plays squash and Badminton.



LINESMEN

Red Flag:

L. J. Ensor (Bebington)

Yellow Flag:

M. G. Peck (Burton-in-Kendal)

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C Bury Crystal Palace	G Peterborough U. Blackburn R.	L Wrexham Hereford U.	P Sunderland Blackpool
D Gillingham Halifax Town	H Plymouth A. Watford	M Burnley Birmingham C.	Q Newcastle Res. Preston Res.

DEEPPDALE DIARY

Tuesday, November 12th, 1974

Kick Off 7.30 p.m.

Lancashire F.A. Youth Cup – 2nd Round Tie

PRESTON NORTH END v. BURNLEY

Saturday, November 16th, 1974

CENTRAL LEAGUE

Kick Off 3.00 p.m.

Preston North End Reserves v. Everton Reserves